International Journal of Trend in Scientific Research and Development (IJTSRD)
Volume 5 Issue 4, May-June 2021 Available Online: www.ijtsrd.com e-ISSN: 2456 – 6470

The Tasks of Marketing in the Digital Era

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ABSTRACT

This article has a qualitative approach, where the main challenges that Marketing areas have in the era of disruptive technologies are raised. At the same time, it examines the opportunities offered by the same technologies to deal with the capture, management and treatment of large volumes of information dispersed in different sources, whose heterogeneous, unstructured data concentrates the basic elements to develop invaluable information to the departments Marketing, given that there would be obtained market trends, attributes and ideal characteristics to develop products and services tailored to consumers.

KEYWORDS: *Big Data, KPI, ROMI, Marketing, disruptive technologies*

How to cite this paper: Asqar Samadov "The Tasks of Marketing in the Digital Era" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-5 | Issue-4, June 2021, pp.129-133, URL: www.ijtsrd.com/papers/ijtsrd41164.pdf

IJTSRD41164

1. INTRODUCTION

In 2020 a study reported that 85% of the data in the world was generated in the last two years. This enormous growth of information, consolidated by the growth of social networks, the Internet of things, geolocation, increased broadband, smartphones, gives way to Big Data technology. Based on the foregoing, it can be indicated that the Digital Era impacts Marketing areas, forcing them to rethink strategies, functions and operations within a company and, on the other hand, companies, so that they take advantage of the available technological tools, of In such a way that by analyzing the information provided by customers, they allow them to make correct decisions, in the identification of new businesses or development of products and services, whose characteristics are attached to the needs, trends and tastes of consumers.

This document seeks to generate understanding of the difficulties and challenges faced by companies and marketing areas, when processing large volumes of information and at the same time to know the advantages offered by existing technologies such as Big Data, to identify tastes, preferences of clients, new business opportunities and consumer trends, in such a way that they allow the creation of products or services according to the factors and attributes identified, so that they add value to companies and clients. In summary, it is intended to analyze the difficulties and challenges of current Marketing and the opportunities offered by technologies to face the existing challenges in the Digital Age.

To achieve the objective of this study, internationally recognized bibliographic sources were taken, the main authors of Marketing such as Philip Kotler, Gary Armstrong, Juan Carlos Alcaide. Likewise, articles published in academic journals related to technology and the challenges of Marketing today were reviewed. A total of 23 bibliographic references published from 2011 to the present were used. The literature review is based mainly on academic publications with theoretical approaches carried out in the last four years, since this document is intended to clarify concepts and encourage future research that is related to the technological impacts in the Marketing area, analyzing the importance, attributes and characteristics of emerging economies and disruptive technologies.

In the first part, Marketing concepts, their evolution and approaches based on the market environment over time will be addressed. Second, disruptive technologies and the type of data generated will be listed, as well as Big Data, characteristics, benefits as a technological alternative that provides solutions to the high volume of heterogeneous information.

2. MARKETING CONCEPTS METHODS

In this first part, Marketing concepts will be compared to extract and decompose general terms that allow dimensioning the scope of its functions in the Digital Age.

In the first place, the main association of the discipline is cited, the American Marketing Association (AMA), the same one that was adapting the concept of marketing based on the economic, social, innovation and technology changes that were arising over time. and that affected management techniques and marketing influences. In 2013, the AMA, after several investigations, released the latest definition of marketing to date, "marketing as the activity, a set of relevant practices and processes to create, communicate, release and exchange offers that have value for customers.

clients, partners and for society in general. For their part, Kotler and Armstrong (2014) agreed when saying that "Marketing is the process by which companies create value for customers and build solid relationships with customers in order to capture customer value in return".

In both definitions it is specified that marketing manages processes to create value for different interest groups, which is why the marketing function grows as a discipline outside the organizations, delivering value not only to the parties involved in the exchange but also to the society, however, it is identified that in the definition of Kotler and Armstrong they highlight the term creating solid relationships with clients.

Based on the above, the marketing challenges are identified, understanding the market, which according to what Ferrell and Hartline (2012) mentioned in their most basic description, the market is a set of buyers and sellers, implying that the market is a group of individuals or institutions with similar characteristics and needs that can be served with a particular product or service, understanding that as the "what". However, the "where" is what has changed with today's technology. At the moment, where can be "anywhere", buyers and sellers are located anywhere, with different cultures, thoughts, emotions and needs.

Design the marketing strategy Immediately another challenge jumps, how to design the client's marketing strategy, if the market no longer has a physical location, referring to the presence of a virtual market, where products, services and information are exchanged through existing technological networks, which grow quickly detached from time and space.Several examples of this type of market are companies such as Amazon, eBay and Monster, where customers can buy, place orders, exchange information 24 hours a day, seven days a week and lose control over the information that is said about their company and products through blog, Twitter or discussion forums of a virtual market outside the space of the same market.

Marketing plan and program The company must first create an offer that meets the needs of customers, this is called a product; deciding how much to charge for the offer is the price; and how you will make it available to target consumers; square. Finally, the marketing program establishes relationships with customers by transforming the marketing strategy into actions, which, depending on the way of connecting with customers, gives way to digital marketing, which should be integrated into the strategic marketing of the company. The following figure illustrates the digitization of marketing and the relationship between the product and service offering and how it will access the customer.

Disruptive Technologies Disruptive Technologies offer revolutionary changes in the realization of processes and operations, they create growth in the industries in which they penetrate and from them completely new industries can be created through the introduction of products and services that are convenient for quality and price. These technologies typically disrupt workforce participation by allowing technologically unsophisticated individuals to enter and become a highly competitive, industrial workforce.

Since the beginning of time, each new technological invention has meant a paradigm shift for the way people function in their work. However, the frequency of changes in recent years has increased to such an extent that companies have to renew almost every season. Usually they are small changes or mere adaptations, but sometimes an innovation appears that renders the previous mechanisms obsolete. This is what is known as disruptive technology.

In this section, the disruptive technologies that have generated significant impacts on the world will be listed to directly locate the impact on the generation of information required for marketing studies in the preparation of strategies, plans and programs that generate value. to the client and identification of new markets. According to Barba (2014), few technologies shape and reshape the economic landscape. For such technologies to rise to the category of economically disruptive, they would have to radically transform the status quo, transforming the way of working and living.

Some technologies that have been agreed to have disruptive economic impacts will be listed below.

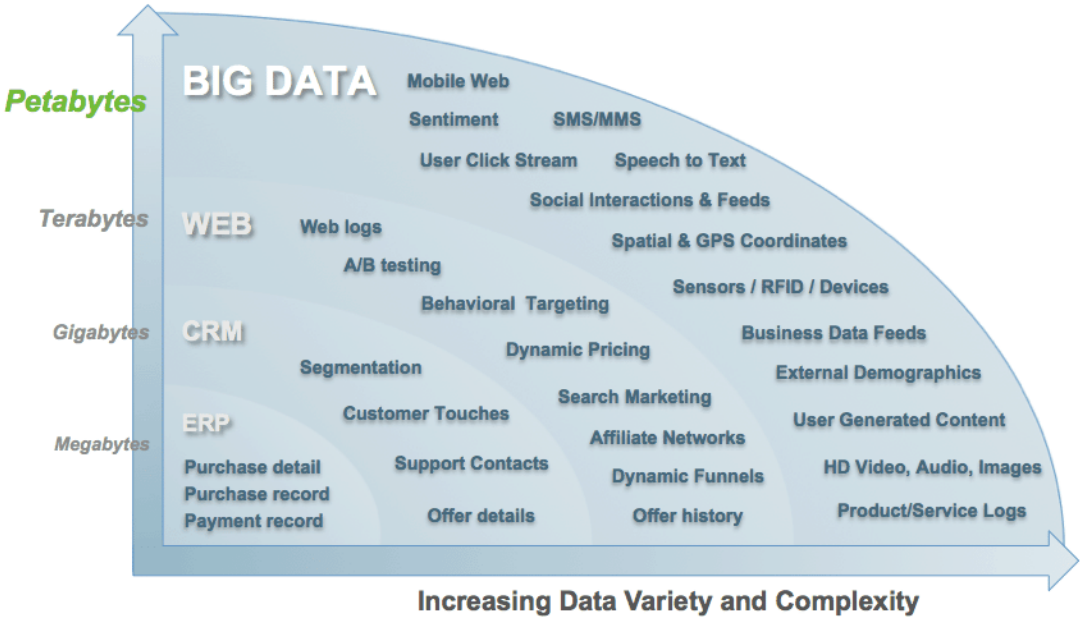
- 3D printing, will allow the creation of large-scale products.
- Robots, one of the most powerful disruptive technologies, currently perform operations that were thought to be impossible to automate.
- Internet of things, refers to identifiable objects, if all objects were identified legibly it would be a drastic change for the human population.
- Cloud computing, is one of the most powerful disruptive technologies, it allows the use of a variety of tools to manage content or measure KPIs from any device with Internet access.
- Farmer drones, these are easy-to-use unmanned aircraft, equipped with cameras and that also allow water samples to be taken, to monitor the harvest, water consumption and pest management.

3. BIG DATA

Definition At present, different authors have not reached a consensus on a generally accepted definition of Big Data. The authors examined define Big Data from different perspectives, all of them complementary. In this section there will be a synthesis of the concepts examined through different citations. For McKinsey Global Institute (2011), "Big Data refers to data sets whose size is beyond the capabilities of typical database software tools to capture, store, manage and analyze" (p. 1). According to Schmarzo (2014) "Big Data seems different, perhaps because its nature is more related to business transformation than to technology" (p. 19). On the other hand, for Solana and Roca (2015), "Big Data is decision-making or the provision of services based on the use of digital data flows and the ability to process them in real time" (p. 11).

Considering the detailed review of different authors in several consulted publications, a definition in accordance with the Digital Age will be taken as a reference. Considering the concept of disruptive technologies, in this case the contribution of Ortiz, Joyanes and Giraldo (2016) will be considered:

Big Data is the organizational, technological and tactical strategy that facilitates capturing, storing, processing and analyzing the large volumes of data generated throughout the company's value chain, which varies according to the sector, industry and the needs of each company (p. 8).



Picture-1 Big data value definition

Companies in general need to store all the data, which represents large volumes of information, which will be gradually incorporated into their operational procedures, therefore it must be available at any time. Others require the information processed in real time, for immediate decision-making, that is, they demand speed and thus offer their customers products at the moment, according to the interests presented, to motivate the purchase in real time. Likewise, other organizations demand variety, which is why they store different types of data, to manipulate them in their business structure. In summary, it could be indicated that the policies and business rules for the use of Big Data are perfectly linked to the mission, vision, purposes and business objectives of each institution or organization.

Data types and sources of Big Data Big Data is different from traditional data sources that store structured data in relational databases, which would be the traditional schema.

However, the great variety of data generated by companies, people, machines, transactions, biometrics and the different types of technologies, it could be said that the most abundant and those with the most informative content for organizations, are the types of data unstructured. Due to the huge amount of data provided from various sources.

The main challenge: the 6Vs of Big Data With the permanent growth of the volume of data, companies in general face great challenges every day to manage and administer the information generated from the different technological platforms. In particular, IBM and Gartner propose the model of the three “Vs” to refer to the characteristics of Big Data: volume, speed and variety. However, as technology advances and the volumes of information grow enormously, new features are added, this is how IBM includes a fourth feature that is truthfulness, but Joyanes (2014) adds the fifth and it is about value .

On the other hand, another author, Tascón, proposes an additional V, it is about visualization, which represents the new ways of seeing these data (Tascón, 2013). Therefore, it is concluded that the current Big Data has 6 "V", to cover the organizational needs: volume, speed, variety, veracity, value and visualization, this is how this phenomenon that is information drives innovation in companies, the technical elements and processes that lead to the immediate knowledge of your clients or client prospects. These tasks involve many actions: capturing, storing, processing, and analyzing information as 6V attributes.

Of the great variety of data generated by companies, people, machines, transactions and biometrics among other sources, the most abundant and those with the most informative content for organizations are the types of "unstructured" data, commonly also called heterogeneous data. . From the huge amount of data provided by various sources, the web and social media will be taken as a reference in this writing.

The creation of value in companies through Big Data Big Data can generate profits for companies and the efficient creation of new products. Thanks to data processing, information can be generated that improves decision-making. That information, plus the experience of obtaining new knowledge, can be used to innovate, create, improve existing processes and reduce costs. It could also discover components, products, variables that generate a deeper knowledge of how companies behave internally, their environment, influences, interaction with stakeholders, how they behave in relation to products, identify expectations, and suggestions on how to behave. I could satisfy them better. Big Data can trigger the transformation of the company, its products and even the market, since it could position companies in a privileged way.

With the knowledge and treatment of data, plus the combination of sources, together with creative and innovation processes, companies could be transformed, through the search for relevant information. You can also explore the possible relationships and combinations with data from social networks, which have details about opinions, tastes, preferences, customer needs, feelings that a brand awakens with the stock market price (Galimary, 2014).

Below are a series of success stories and benefits regarding the implementation and application of Big Data in business management, especially in Marketing.

Recommendation engines Amazon began using Big Data-based book recommendations, replaced a team of critical publishers, and the success was resounding and patented. Similarly, Google with recommended ads, Twitter with suggestions, Facebook with friends, LinkedIn with suggested contacts. Those suggestions are based on analysis of users, their behavior, to generate an idea of how to satisfy them.

Marketing campaign analysis This section responds to the section "Marketing challenges" (See above). The marketing process: create and capture customer value, given that the more atomized the data is, the more accurate the marketing departments would be to identify and segment target customers and personalize content. The provision of data such as flows on the webs, clicks, Facebook preferences, detailed call encodings, and the metadata of tweets, in short, will allow the identification of new shopping patterns and customer behaviors.

Customer loyalty Loyalty to your customers is not a matter of luck (Alcaide, 2015), the repurchase of products by the same customer may indicate a higher degree of loyalty and less probability of losing the customer, that is why many companies strive to improve the cross-selling and up-selling, however, the heterogeneity of criteria is a problem when analyzing sales between different lines of business. Big Data is capable of treating this data in a unified way, allowing large-scale analysis and identifying patterns correlated with the loss of customers or greater loyalty, in this way the efforts and initiatives are fully targeted.

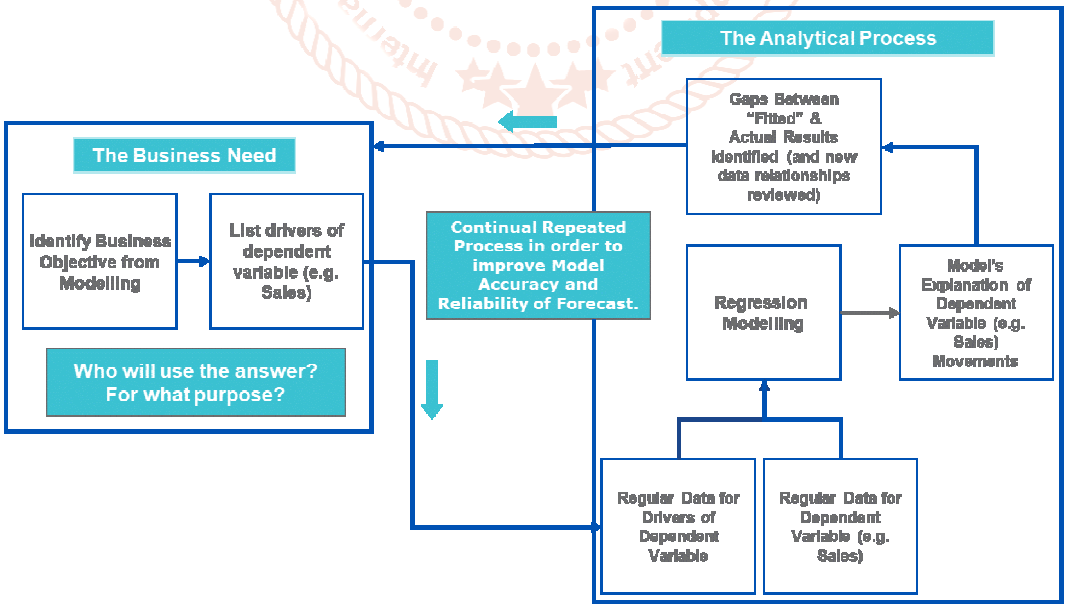
Social Analysis Facebook data scientists discovered that, if a friend shared a photo and added a "like", that caused other friends to be encouraged to act in the same way, this led to Facebook modifying the news page giving greater visibility of the actions carried out by friends, generating a circle of new contributions. In summary, this type of behavior patterns captured by the behavior associated with Big Data would be difficult to find by other means.

Predictive analytics The immense volume of data that financial institutions must process to predict future changes in the markets, using current and historical data, make the analyzes can be solved using Big Data technology. Big Data allows analysis in a simpler, faster way, even in real time, with relatively low costs.

Risk analysis In an increasingly globalized environment, proactive and continuous management to analyze and evaluate business risks are keys to success. However, the heterogeneities of the actors involved in these processes make it difficult to carry out the analyzes. An example of the expansion of a company with Big Data Scoring which is a determining tool to measure credit risk in banking entities and which allows evaluating the solvency of a client based on data from social networks, the time they spend consulting Facebook, the university degree of the network of friends, the "likes" or the indicated preferences. They also mention news that crosses with other companies looking for alerts about inconsistent data. In his profile of the social network LinkedIn indicates that he is a Harvard graduate, no friend in his network has studied at Harvard, it may be possible, but it is unlikely.

4. ROMI MEASUREMENT

Definition ROMI is the return on investment in social media. Its objective is to identify all the annual contributions that the business has obtained from social media marketing, both in sales, increase in market share, among other data (Awareness Inc., 2012). Another expert indicates that "the Social Media ROI is the profitability obtained from the activities carried out in social networks and media" (Serrano, 2012, p. 5).



Picture-2 Measuring return on Marketing investment

The 4Rs of Social Media To measure ROMI it is necessary to take into account the 4 "Rs" of social media. The first "R" for recognition: they are the data and values most recognized by all, these can be fans, followers, subscribers, that allow recognizing at a glance the situation of a brand in a social environment. The second "R" of revaluation: after having a recognized community, the company or brand must try to revalue it constantly. The third, reaction: the previous ones are fundamental, but they are useless if a concrete action is not achieved by the Internet user. Faced with a marketing stimulus, there must be a reaction on the part of the user to achieve the proposed objectives.

The fourth of recognition: if the campaign has made the user react, only the step that shows greater involvement, loyalty

and recommendation remains, share, mention, retweet, among other things that are signs that the user is not only a fan of the brand, but hopes that others will find out and also become fans or followers.

How to measure ROMI To measure the ROMI, the costs and expenses of the personnel, activities, actions and resources required to carry out the campaign in social media and other expenses incurred are added. On the other hand, the results obtained derived from activities in social media that have a direct impact on business results are calculated, it can be the percentage of total sales, net profit of the percentage of sales made through social networks or favored by campaigns in these (Awareness Inc., 2012).

Measuring ROMI is as important as identifying net costs, revenues, and benefits. However, what is really important is to determine which social media marketing campaigns are appropriate for each organization, in this case the environment, types of customers, variables and important and transcendental attributes for the business and the value chain are required. The metrics applied to ROMI allow evaluating social media and must have a meaning or context. There are four types of metrics

- Fundamental metrics: these should include: engagement, engagement, influence, advocates, and impact.
- Business value metrics: encompass corporate goals such as revenue, market shares, and consumer satisfaction.
- Result metrics KPIs: they are the key performance indicators, they are carried out taking into account the objectives for which you are working and these may vary according to business needs or objectives.
- Counting metrics: they are the lowest level ofanalysis: administrators, followers, visits, views, click numbers, this data reveals information tactical details of the social-media campaign.

5. CONCLUSIONS

Disruptive technologies generate disruptive economies, which forces the world to rethink its activities in general, the Marketing area is not alien to this reality since they have to analyze the difficulties and challenges of changing Marketing and identify technological solutions that allow them to maintain the vision on new markets, adding value and innovating to products or services, developed to measure and based on the expectations of customers, increasingly demanding and changing. Big Data in the digital age is the tool to face existing challenges, it is the solution to the mega explosion of information, dispersed, unstructured and heterogeneous, since it has the ability to extract the abundant information that exists in social networks , and other sources of information, whose treatment forges valuable information for the marketing areas in the different companies, because through that information they are able to identify essential factors for the new studies, analysis and execution of the marketing processes in the different commercial schemes and whose return on investment generates positive KPIs and ROMI for shareholders and stakeholders in general.

Technological developments will continue over time, so it is necessary to continue with studies of disruptive trends in different areas, to take advantage of little perceptible but existing opportunities and in turn as a precautionary measure that through new studies avoid negative business and social impacts as they may not have opted for innovation.

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